



Craig T. Hill  
Director  
Sales/Marketing Finance  
Extension 3192

**INTEROFFICE MEMORANDUM**

DATE: April 29, 1996

TO: J. W. Best  
P. J. Cundari  
R. M. Sanders  
D. L. Wilmesher

SUBJECT: 1995 Co-Marketing In Chains

Attached is an area break-out of 1995 co-marketing chain budgets and spending as of 4/10/96. The report lists the chain, the funds that were budgeted for the chain, and the far right column shows either the overspent in brackets or underspent amount versus the budget. For total USA, overspending in individual chains versus budget totals approximately \$1.9 million. That number is determined by adding all the bracketed 1995 unused balances.

SALES AREA OVERSPENDING				
<u>NEGA</u>	<u>SSA</u>	<u>WSA</u>	<u>MWSA</u>	<u>TOTAL USA</u>
\$470,000	\$364,000	\$604,000	\$439,000	\$1,877,000

Since the 1995 co-marketing fund was turned off to the field on Friday 4/27, a final report will be prepared in the next several weeks. Please ensure that all requests are submitted as soon as possible and no new commitments against 1995 co-marketing are made.

At Jim's next status meeting, I would like to explore ways to prevent this type of overspending in the future. Also, please be prepared to discuss the practicality of charging 1996 accrual for the 1995 overspending.

If you have any questions prior to the status meeting, please give me a call at extension 3192.

Craig

CTH:mvk

Attachment

cc: J. V. Maguire (memo only)  
R. H. Fullton (memo only)  
D. P. Fitzgerald  
K. W. Noxon  
J. J. Ellegate  
S. R. Qualkinbush

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## 95STATUS.XLS

1995 Retail Accrual Account Status  
Chain Divisions - Accounts > \$10m  
As of April 10, 1998

Pay Division	Account Name	1995 RJR Available Funds	Unused Balance per Statement	Manual Adjustments	1995 Unused Balance
<b>AREA 1</b>					
1842	Kroger Louisville	69,720	(61,735)		(61,735)
1240	Wakefern Food Corp	69,484	(51,689)		(51,689)
1744	BP America	324,966	(47,906)		(47,906)
1642	Stewarts Marketing	39,066	(42,237)		(42,237)
1146	Food Bag Conv. Stores	55,560	(33,517)		(33,517)
1844	Englefield Oil	139,617	(31,112)		(31,112)
1740	Glant Eagle/ S&H	39,998	(30,954)		(30,954)
1740	Phar-Mor	177,282	118,462	(145,157)	(26,695)
1642	Red Barrel Food	12,195	(23,180)		(23,180)
1642	Gulub	32,256	(14,202)		(14,202)
1744	Con-Sun Food	31,293	(13,731)		(13,731)
1840	Triumph Energy	19,104	(11,788)		(11,788)
1645	Sado Gas Sales	16,824	(9,950)		(9,950)
1744	Country Fair	90,636	(8,513)		(8,513)
1140	Mobil Power Buyers	39,492	(7,578)		(7,578)
1642	Kinney Drugs	23,094	(7,440)		(7,440)
1846	Low Bob's	45,814	(2,488)	(4,922)	(7,410)
1844	Big Bear	71,478	(6,576)		(6,576)
1842	Traxx	12,501	(5,073)		(5,073)
1340	Genuardi Supermkts	11,556	(3,974)		(3,974)
1340	Sun Co.	11,725	(3,877)		(3,877)
1744	MGI	31,512	10,441	(14,043)	(3,602)
1840	Curry Oil	12,225	(3,192)		(3,192)
1244	One Stop Smoke Shop	19,074	(2,675)		(2,675)
1642	Nice N Easy Food	16,548	(561)	(2,110)	(2,671)
1140	ENT Shell HDQTR	9,150	(2,037)		(2,037)
1842	Big Value Super Mkt.	14,784	(2,034)		(2,034)
1645	Tops Markets	56,169	(1,463)		(1,463)
1842	Buehler's Mkts.	31,248	(791)		(791)
1340	Clemens Markets	10,028	(738)		(738)
1146	Mercury Fuel	4,545	(585)		(585)
1340	Shelly Pharmacy	2,268	(416)		(416)
1140	Gibbs Oil	40,500	(240)		(240)
1642	Rice Oil	11,313	(214)		(214)
1642	Mid-Valley Oil	28,737	(135)		(135)
1742	Bi-Lo Markets	53,559	(82)		(82)
1140	Reid's Confectionery	11,759	-		-
1146	Hendel's	12,705	-		-
1240	Foodarama - to Wakefern	-	-		-
1240	Village Super. - to Wakefern	-	-		-

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<u>Pay</u> <u>Division</u>	<u>Account Name</u>	1995 RJR Available <u>Funds</u>	Unused Balance per <u>Statement</u>	<u>Manual</u> <u>Adjustments</u>	1995 Unused <u>Balance</u>
1240	Shoprite Super - to Wakefern	-	-		
1340	Acme Markets	138,852	-		-
1340	Edgehill Drug	11,700	-		-
1642	F. L. Roberts	15,525	-		-
1642	Big V Shop Rite - to Wakefern	-	-		-
1642	R. M. O'Connell	17,856	-		-
1645	Noco Motor Fuels	13,026	-		-
1645	Seneca Nation Ent	19,347	-		-
1740	Chico Dairy Marts	18,057	-		-
1742	Riverside Markets	14,364	-		-
1742	Riverside Markets	25,722	-		-
1744	Riser Foods	30,828	-		-
1840	Thriftway / Winn Dixie	37,926	-		-
1840	Save A Lot Mont/Cook	49,419	-		-
1840	Hicks Convenient Mt	26,256	-		-
1840	Save-A-Lot Somerset	12,138	-		-
1844	Kroger Columbus	42,534	-		-
1845	Sugarcreek Stores	48,654	20		20
1740	Cigarette Express	13,080	42		42
1140	Big Apple	12,284	168		168
1844	Certified Oil	18,648	528		528
1840	Hordich Petroleum	10,752	752		752
1740	7/11 Handee Mart	23,146	852		852
1848	John C. Groub	11,564	1,018		1,018
1340	Sun Co. - Aplus	132,739	38,588	(36,676)	1,912
1742	Top Star	11,025	1,992		1,992
1842	Higginson Oil	10,887	1,998		1,998
1845	Kocolene Oil	21,723	2,939		2,939
1842	P & C Food Markets	48,054	25,932	(22,987)	2,945
1842	Sunrise Food Stores	13,068	3,206		3,206
1744	F. W. Albrecht	18,786	3,786		3,786
1244	Duane Reade	41,184	3,821		3,821
1240	Quick Chek Foods	103,428	4,134		4,134
1842	Max Fuel Express	20,196	4,164		4,164
1842	Food Giant-Sureway	19,152	4,024		4,024
1142	Christy's Markets	160,155	6,199		6,199
1340	Spirits Unlimited	10,132	0,279		0,279
1744	Central Ohio Energy	27,288	6,631		6,631
1244	Pharmhouse	15,594	7,972		7,972
1744	Truckstops of America	32,986	9,330		9,330
1140	Lil Peach	33,462	9,664		9,664
1642	Quality Markets	24,822	9,790		9,790

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As of April 10, 1996

<u>Pay</u> <u>Division</u>	<u>Account Name</u>	<u>1995 RJR</u> <u>Available</u> <u>Funds</u>	<u>Unused</u> <u>Balance per</u> <u>Statement</u>	<u>Manual</u> <u>Adjustments</u>	<u>1995</u> <u>Unused</u> <u>Balance</u>
1142	Richdale Dairy	33,492	10,401		10,401
1240	Drug Fair Stores	13,680	11,224		11,224
1340	Turkey Hill Mini	292,677	65,465	(53,808)	11,657
1140	Purity Supreme	49,638	11,913		11,913
1846	Handy Andy Conv. Food	11,988	11,988		11,988
1842	Taylor Drug Stores	12,466	12,466		12,466
1740	Revco Drugs	12,622	12,622		12,622
1742	Laneco	29,547	13,599		13,599
1642	Petr-All	22,623	15,615		15,615
1842	Mink Mart Foods	57,230	15,660		15,660
1244	Genovese	31,036	15,851		15,851
1742	Wels Mkts.	16,128	16,128		16,128
1140	Stop & Shop	99,792	16,267		16,267
1842	Houchens/Save A Lot	16,916	16,916		16,916
1240	Jamesway	25,032	19,052		19,052
1240	Hess Co-Op	38,952	21,784		21,784
1140	Hannaford	133,938	21,986		21,986
1142	Sinre 24	37,140	22,065		22,065
1146	Xtra Mart	83,118	29,671	(7,273)	22,398
1842	Houchens Mkts.	23,488	23,488		23,488
1340	Sun Co.	92,184	24,553		24,553
1340	Southland	49,226	24,902		24,902
1142	Cumberland Farms	647,109	159,694	(132,024)	27,670
1744	Discount Drug Mart	47,409	29,256		29,256
1846	Gas America	75,981	42,504		42,504
1744	Fuel Mart	44,064	44,064		44,064
1645	Wegmans Food Mkt.	58,842	58,842	(12,500)	46,442
1742	Wels Markets	135,486	48,675		48,675
1240	Hess Mart	64,566	64,566		64,566
1846	Kroger Central	130,344	88,750		88,750
1742	Uni-Marts	245,207	158,825	(52,976)	105,849
1840	Kroger Cinn./Dayton	152,199	149,814	(19,297)	130,517
1740	Sheetz	435,795	216,039	(78,246)	137,793
1642	Fay's Drug Co.	168,558	167,769	(7,500)	160,269
1340	Wawa/Rad Roof	879,741	879,253		879,253
Totals		\$ 7,332,437	\$ 2,392,736	\$ (589,519)	\$ 1,803,217
Totals of all Negative Balances		\$ 1,675,321	\$ (303,780)	\$ (166,232)	\$ (470,012)

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